

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street, Ste. 602**  
**Philadelphia, PA 19103**

|                             |                          |                                 |
|-----------------------------|--------------------------|---------------------------------|
| <u>Contract / Revision</u>  |                          | <u>Alt Order #</u>              |
| 497925 /                    |                          | 06366492                        |
| <u>Product</u>              |                          |                                 |
| <b>S BERKLEY FOR SENATE</b> |                          |                                 |
| <u>Contract Dates</u>       | <u>Estimate #</u>        |                                 |
| 10/09/12 - 10/15/12         |                          |                                 |
| <u>Advertiser</u>           |                          | <u>Original Date / Revision</u> |
| <b>Berkley For Senate</b>   |                          | 10/08/12 / 10/15/12             |
| <u>Billing Cycle</u>        | <u>Billing Calendar</u>  | <u>Cash/Trade</u>               |
| EOM/EOC                     | Broadcast                | Cash                            |
| <u>Station</u>              | <u>Account Executive</u> | <u>Sales Office</u>             |
| KVVU                        | Teresa Difuria           | TELEREP-PHIL                    |
| <u>Special Handling</u>     |                          |                                 |
|                             |                          |                                 |
| <u>Demographic</u>          |                          |                                 |
| Adults 35+                  |                          |                                 |
| <u>IDB#</u>                 | <u>Advertiser Code</u>   | <u>Product Code</u>             |
| <u>Agency Ref</u>           |                          | <u>Advertiser Ref</u>           |

| *Line         | Ch          | Start Date        | End Date          | Description        | Start/End Time        | Days            | Length        | Spots/<br>Week    | Rate        | Type        | Spots |            | Amount |
|---------------|-------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-------|------------|--------|
|               |             |                   |                   |                    |                       |                 |               |                   |             |             | Spots | Spots      |        |
| N 1           | KVVU        | 10/09/12          | 10/12/12          | MORE Access        | 630-7pm               |                 | :30           |                   |             | NM          | 4     | \$1,600.00 |        |
|               |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |            |        |
|               |             | Week: 10/08/12    | 10/14/12          | -TWTF--            |                       |                 |               | 4                 | \$400.00    |             |       |            |        |
| N 2           | KVVU        | 10/15/12          | 10/15/12          | MORE Access        | 630-7pm               |                 | :30           |                   |             | NM          | 0     | \$0.00     |        |
|               |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |            |        |
|               |             | Week: 10/15/12    | 10/21/12          | 1-----             |                       |                 |               | 1                 | \$400.00    |             |       |            |        |
|               | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u> | <u>Type</u> |       |            |        |
|               | 1           | KVVU              | 10/15/12-10/21/12 | MORE Access        | 630-7pm               | M-----          | :30           |                   | \$400.00    | NM          |       |            |        |
|               |             |                   |                   | Credited           |                       |                 |               |                   |             |             |       |            |        |
| <b>Totals</b> |             |                   |                   |                    |                       |                 |               |                   |             |             | 4     | \$1,600.00 |        |

| Time Period        | # of Spots | Gross Amount      | Net Amount        |
|--------------------|------------|-------------------|-------------------|
| 10/01/12 -10/15/12 | 4          | \$1,600.00        | \$1,360.00        |
| <b>Totals</b>      | <b>4</b>   | <b>\$1,600.00</b> | <b>\$1,360.00</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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| <u>Contract Dates</u>       | <u>Estimate #</u>        |                                 |
| 10/09/12 - 10/15/12         |                          |                                 |
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| <b>Berkley For Senate</b>   |                          | 10/08/12 / 10/08/12             |
| <u>Billing Cycle</u>        | <u>Billing Calendar</u>  | <u>Cash/Trade</u>               |
| EOM/EOC                     | Broadcast                | Cash                            |
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| <u>Special Handling</u>     |                          |                                 |
| <u>Demographic</u>          |                          |                                 |
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| *Line         | Ch   | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/<br>Week | Rate        | Type | Spots | Amount     |
|---------------|------|-------------------|-----------------|-----------------|----------------|------|--------|----------------|-------------|------|-------|------------|
|               |      |                   |                 |                 |                |      |        |                |             |      | NM    |            |
| N 1           | KVVU | 10/09/12          | 10/12/12        | MORE Access     | 630-7pm        |      | :30    |                |             |      | 4     | \$1,600.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        |                | <u>Rate</u> |      |       |            |
|               |      | Week: 10/08/12    | 10/14/12        | -TWTF--         |                |      |        | 4              | \$400.00    |      |       |            |
| N 2           | KVVU | 10/15/12          | 10/15/12        | MORE Access     | 630-7pm        |      | :30    |                |             |      | 1     | \$400.00   |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        |                | <u>Rate</u> |      |       |            |
|               |      | Week: 10/15/12    | 10/21/12        | 1-----          |                |      |        | 1              | \$400.00    |      |       |            |
| <b>Totals</b> |      |                   |                 |                 |                |      |        |                |             |      | 5     | \$2,000.00 |

| Time Period         | # of Spots | Gross Amount      | Net Amount        |
|---------------------|------------|-------------------|-------------------|
| 10/01/12 - 10/15/12 | 5          | \$2,000.00        | \$1,700.00        |
| <b>Totals</b>       | <b>5</b>   | <b>\$2,000.00</b> | <b>\$1,700.00</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 63666492 TRF# 497925  
\$\$\$ MOD# O: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT15/12 14.35  
\*\*\*CHANGES\*\*\* \*\*\* KVUU-TV \*\*\*

ADV #                    ADV. NAME POLI/S BERKLEY /D/SEN/NV  
 AGY #                    AGY. NAME SHORR JOHNSON MAGNUS

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN #  
BUYER NAME TERRI COOPER

1831 CHESTNUT STREET  
PHILADELPHIA, PA 19103

SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6366492 C1

CLASS : NATL. LOCAL REGIONAL

PRDC BERKLEY FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

ICE)

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

BATE OCT 15/13 14-35

卷之三

OK D MI  
MOVED \$\$ TO HL 6214722  
NEW TOTAL \$1600 (-400)  
PLS CNF THANKS

STA:

CON CM \* \* \* \* \* THIS IS A CASH IN ADVANCE SCHEDULE SHELLY BERKLEY FOR SENATE ADD

| LINE#: | REP | CD:       | TIME | PERIOD | LGTH     | SEC | RATE | START | END   | SPTS: | WEEK | DAY | TOTL: |
|--------|-----|-----------|------|--------|----------|-----|------|-------|-------|-------|------|-----|-------|
| :      | :   | :         | :    | :      | :        | :   | :    | DATE  | DATE  | /WK:  | INVT | :   | SPTS: |
| 2      | S   | 630P-700P | 30   |        | \$400.00 |     |      | 10/15 | 10/15 | 0     | MON  |     | 0     |

PROGRAM : MORE  
CREDIT TAKEN FOR 1 SPOT (S) MISSED OCT15  
STATION MAKEGOOD OFFERS:  
M1 OK'D BUY#2 MISSED:MON/630P-700P  
OFFER: NONE  
CMT:NICS GAME AIRING

30S \$400.00 (Oct 13/12)  
ENDS ON 10/15

OCT/12 \$1,600.00

CONTRACT TOTAL \$1,600.00  
TOTAL SPOTS 4

REP HEADLINE# 6366492  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 8/12 14.11  
\*\*\* KVUU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/S BERKLEY /D/SEN/NV  
AGY # \_\_\_\_\_ AGY. NAME SHORR JOHNSON MAGNUS  
1831 CHESTNUT STREET  
PHILADELPHIA, PA 19103

PRDCT S BERKLEY FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT9/12 OCT15/12 WK-1

ORDER # 49792S CONTRACT # 6366492 CLASS: NATL. LOCAL REGIONAL  
DATE OCT8/12 14.11

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN #  
BUYER NAME TERRI COOPER  
SALES PRSN PH- TERESA DIFURIA

CON CM  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SHELLEY BERKLEY FOR SENATE ADD

REP: TO ROSE

FR NIKKI  
NEW SHELLEY BERKLEY ORDER  
TOTAL \$2000  
PLS CNF THANKS

CON CM

SHELLEY BERKLEY FOR SENATE ADD

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:  
: :LINE#: : : : : : DATE : DATE : /WK: INVT : :SPTS:  
1 630P-700P 30 \$400.00 10/9 10/12 4 TU-F 4  
PROGRAM : MORE  
CON COM1: MAX 1X DAY  
2 630P-700P 30 \$400.00 10/15 10/15 1 MON 1  
PROGRAM : MORE  
OCT/12 \$2,000.00  
CONTRACT TOTAL  
TOTAL SPOTS 5

REP HEADLINE# 6366492  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\* OCT8/12 14.11  
KVUU-TV \*\*\*

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:  
: :LINE#: : : : : : : : DATE : DATE : /WK: INV: : :SPTS:

MARKET TOTALS \$10,000 KVUU 20% KSNV 25% KTNV 20% KVMY 2% KVCW 1% CABL 0%

SHARES EST  
SVC- NSI  
DEMOS- RA35+\*